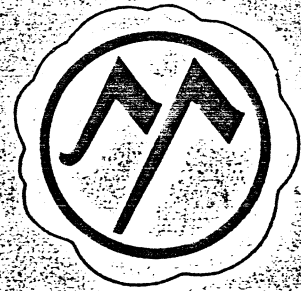


CHICAGO, ILLINOIS
1800 ROSCOE STREET
THE WAHL CO.

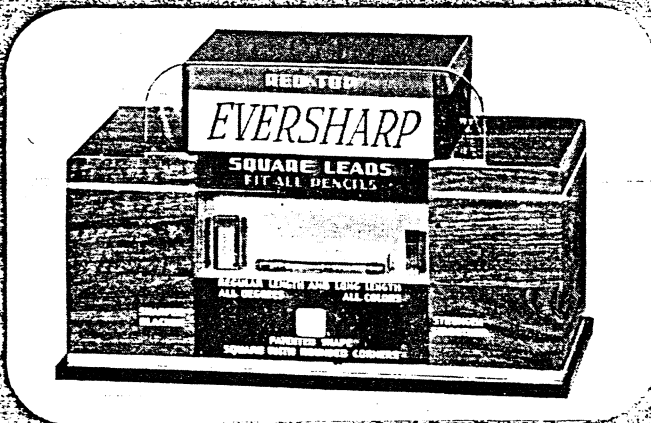


PROFIT MAKERS
of
FALL LINE
EVERSHARP

Fountain Pen Shop,
F. Heinzmann & J. Froehlich, Props.,
124 W. Sixth St., Rm. 314 Grosse Bldg.,
Los Angeles, California.

SEC. 562, P.L. & R.
U. S. POSTAGE
PAID
Chicago, Illinois
Permit No. 5145

AND HERE'S *EVERSHARP* NEWEST DOLLAR-MAKER:

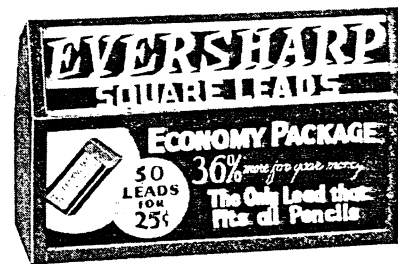


This case free with three gross assorted 15c and 25c Eversharp Square Leads.

Eversharp's new illuminated lead stand is made of solid walnut decorated in red and black—and designed to do a big selling job in a small space.

Holds Eversharp Square Leads in sizes and colors to suit pencil users everywhere—you're prepared to sell 'em if you have this lead stand.

Takes up little space—8 x 16 inches.



This metal electrical display sign (Neon effect) free with one gross of Eversharp 25c Square Leads.

FREE—with any 3 gross assortment of 15c and 25c tubes. And remember—Eversharp Square Leads fit any and all makes of mechanical pencils and fits them tighter, better—can't slip or twist. It's the lead that writes smoother, blacker—and holds a keener point.

THE WAHL COMPANY 1800 Roscoe Street, Chicago

EVERSHARP

FALL LINE

of

PROFIT MAKERS



This Fall, Eversharp is placing behind its dealers, the most extensive advertising Eversharp has ever undertaken:

- More Magazine Advertising
- More Newspaper Advertising
- More Dealer Helps, and
- The most Complete Line in the industry.

THE GREATEST SALES DRIVE IN *EVERSHARP* HISTORY

1—The biggest sales story that any fountain pen can tell is going to be told by Eversharp this Fall—and in a way Eversharp has never told it before.

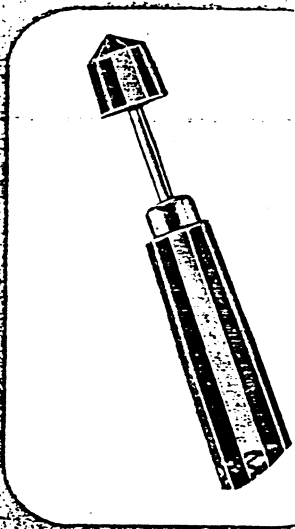
There will be 17,493,324 full page advertisements in national magazines alone. Plussing this—there will be an outstanding newspaper campaign.

2—The hottest Pencil news that has been told in twenty years is also going to be told by Eversharp.

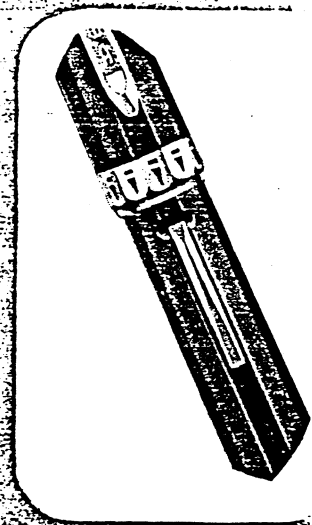
The new Eversharp Repeating Pencil is going to get its national "send-off"—

11,568,136 full page advertisements are only part of the job that is going to be placed behind this new pencil.

WHICH IS THE BETTER FILLING MECHANISM FOR A FOUNTAIN PEN?



This is a matter of opinion . . . We have found that some people prefer the Single Stroke Vacuum Filler mechanism. On the other hand—many people prefer a Single Stroke Lever Filler mechanism.



Preferences are as different as faces and dispositions. One person wants one type of filling mechanism because he thinks it is better—another wants another type.

One thing we are convinced of is that we are not able to satisfy every pen user with one type of filling mechanism.

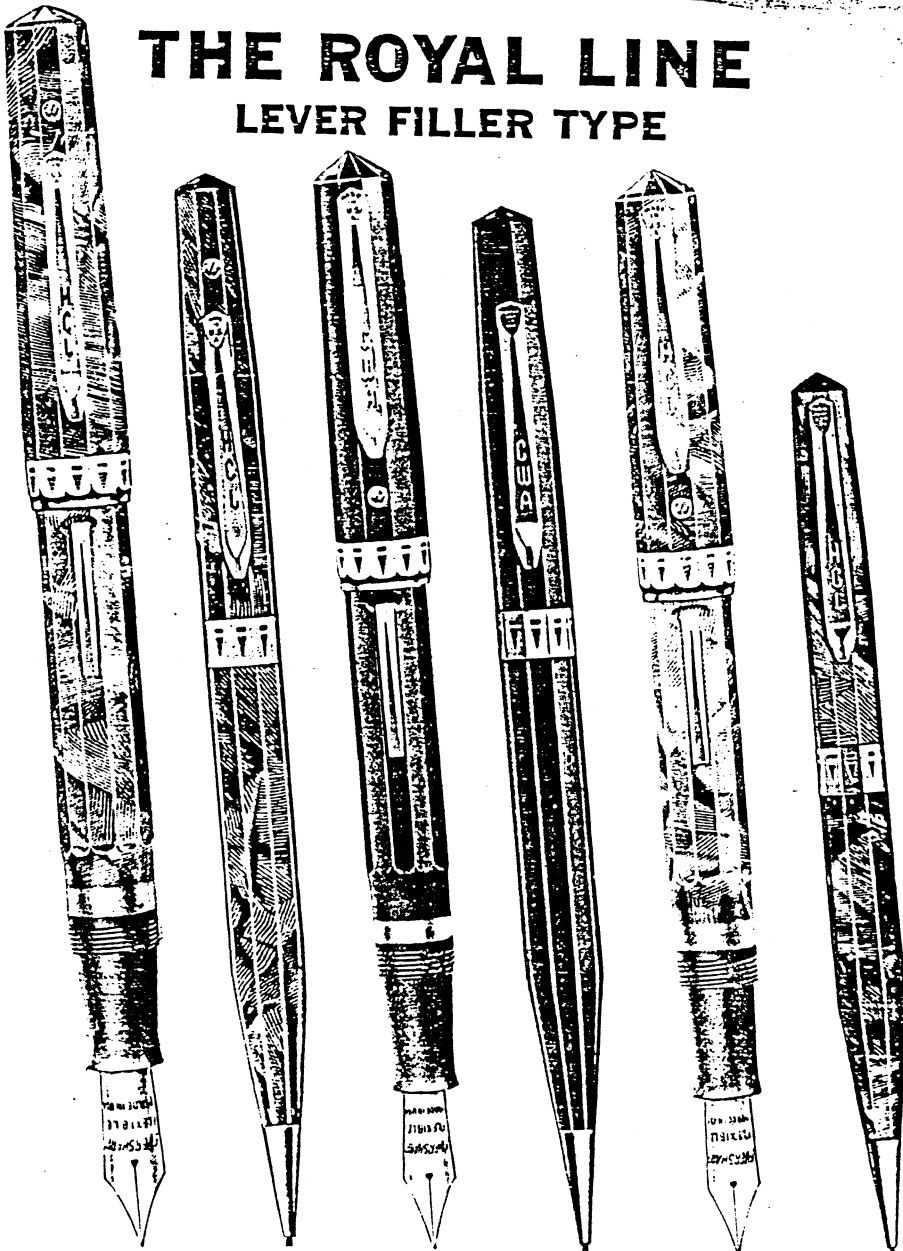
Now, the Eversharp line of Safety Ink Shut-Off pens is available in both types. We have just added the lever filler mechanism to the line.

It will pay you to stock both. The line is now complete.

There is no change in the appearance of the Safety Ink Shut-Off line—in the display case they look alike—the only difference is in the filling mechanism.

EVERSHARP PRE WITH SAFETY INK IN E

THE ROYAL LINE LEVER FILLER TYPE



\$10.00

\$5.00

\$7.50

\$3.50

\$7.50

\$3.50

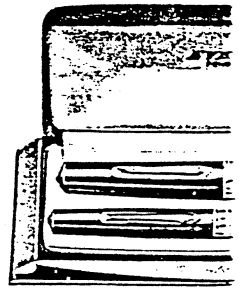
The pens and matching pencils illustrated above are available in the following colors: Jet Black, Silver Green Shell, Silver & Black Shell.

If a customer says "pen" you can sell him

If a lever filler wants—there's an I

And—

Both pens can be exclusive Safety Ink feature on a fountain



EVERSHARP'S NEW

Both pens show with large ink capacity.

Both are made in Doric design.

Both have all the features of Eversharp "America"

GOLD



SENTS THE ONLY PEN

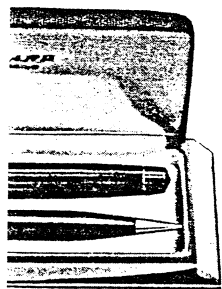
THE

SHUT-OFF

OTH

want a vacuum filler
an Eversharp.
the type of pen he
ersharp to suit him.

ad with Eversharp's
ut-Off—the greatest
en today!



CLUSIVE GIFT BOX

n to refill. Both have
ersharp's exclusive
ures that have made
inest fountain pen."

THE DE LUXE LINE

VACUUM FILLER TYPE



\$3.50 \$7.50 \$3.50 \$7.50 \$5.00 \$10.00

The pens and matching pencils illustrated above are available in the following colors: Jet Black, Silver Green Shell, Silver & Black Shell, Gold & Silver Shell.

SEAL

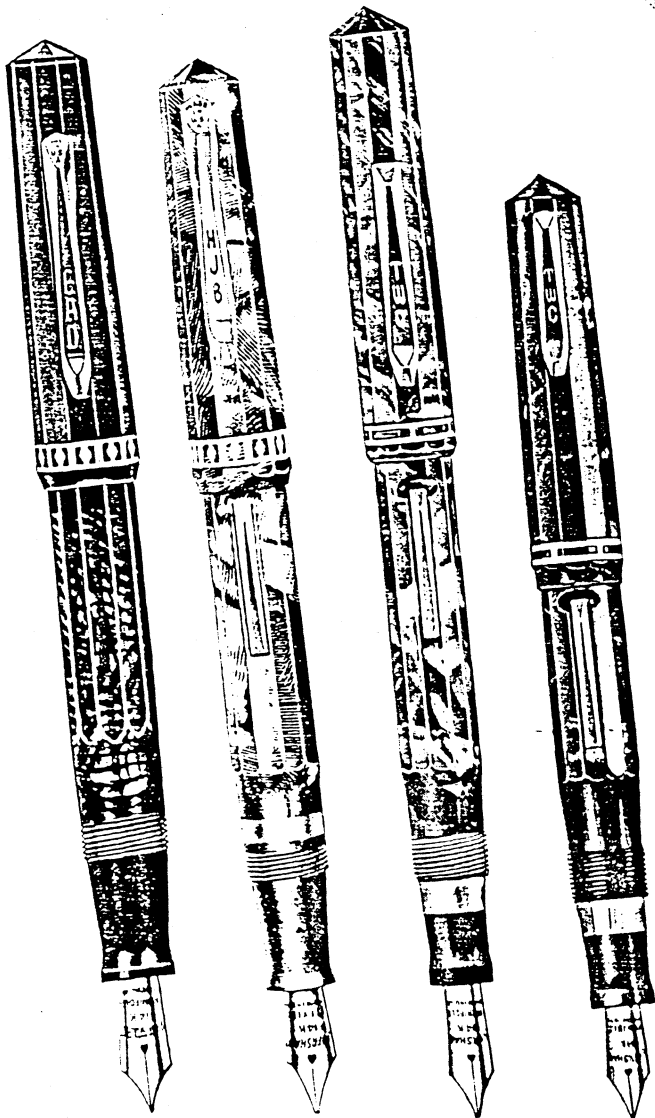
FOR LIFE

Adjustable Points in De Luxe Line 50c extra—immediate delivery

EVERSHARP POPULAR PRICED DORIC PEN LINE

AT \$3⁷⁵ and \$5⁰⁰

Shows when to re-fill



\$5.00

\$5.00

\$3.75

\$3.75

Vacuum pens and matching pencils available in jet Black, Silver Green Shell, Silver & Black Shell, and Gold & Silver Shell.

Lever pens and matching pencils available in jet Black, Silver Green Shell, and Silver & Black Shell.

These pens and matching pencil available in Jet Black, White Oyster Pearl & Black, Red Oyster Pearl & Black, and Green Oyster Pearl & Black.

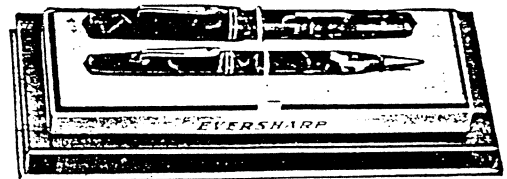
This popular priced line is easily the outstanding value in its price field.

It has all of the beauty of the higher priced Doric line.

Stocking this line in all colors and types of points will mean many medium priced sales.



THE SET \$8.00



THE SET \$5.00

PENS AT \$5.00

Both one stroke vacuum filler with complete ink visibility or lever filler with ink window—Pencil to match—\$3.00.

PENS AT \$3.75

All new colors!

Lever filler only—with ink window.

Pencil to match \$2.00.

Special Ensemble price—\$5.00.

EVERSHARP

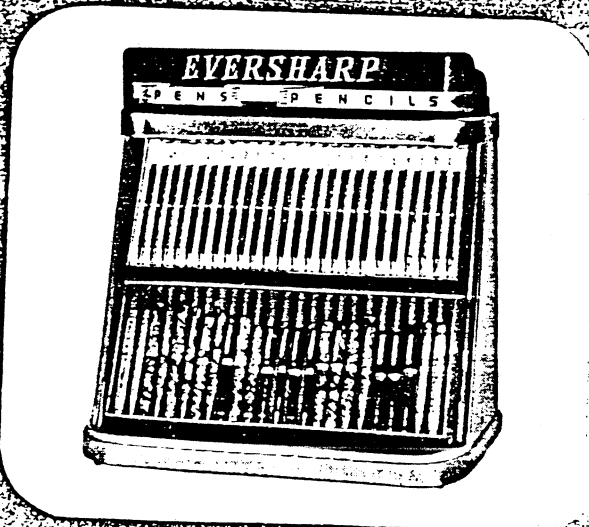
New REPEATING PENCIL

The Pencil you can sharpen with your thumb

Not since the introduction of the original Eversharp have pencil sales—in the higher priced units—shown such promise of tremendous volume.

Pencils are again selling as single pencils—at higher prices—for personal use and for gifts.

Added Volume Plus Profits.



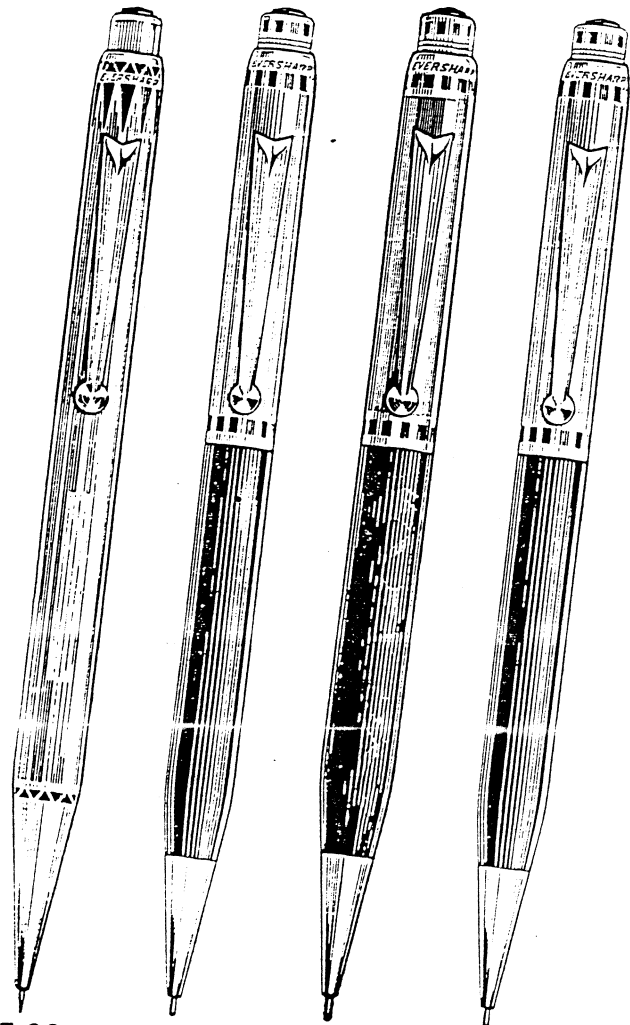
Here are two display Case assortments that will pay big dividends.

Deal No. GS-200 consists of an assortment of Eversharp pens with matching pencils . . . and an assortment of Eversharp's new repeating pencils. Free display Case and display material. List \$336.00—Net \$201.60.

(For complete listing of Deal No. GS-200 see order blank)

Deal No. GS-100 consists of an assortment of Eversharp pens with matching pencils . . . and an assortment of Eversharp's new repeating pencils. Display Case Free with purchase of one \$15.00 Deluxe set at list. List \$184—Net \$116.40.

(For complete listing of Deal No. GS-100 see order blank)



\$5.00

\$3.50

\$2.50

\$2.00

Gold filled with
Red Pyralin Trim
Gold filled with
Black Pyralin
Trim

Gold filled and
Red Pyralin
Gold filled and
Black Pyralin

Rhodium and
Black and
Green Pearl
Pyralin

Rhodium and
Black Pyralin